



your marketing team





What's included.

your marketing **team**

The idea is simple. Whatever sits on your desk or waits unopened in your inbox under the title of 'Marketing' is our responsibility – no matter how big or small. We become your Marketing team. Every client will have a lead Marketing consultant, bolstered by a pool of talent to execute your Marketing plan effectively and help you take your business to the next level.

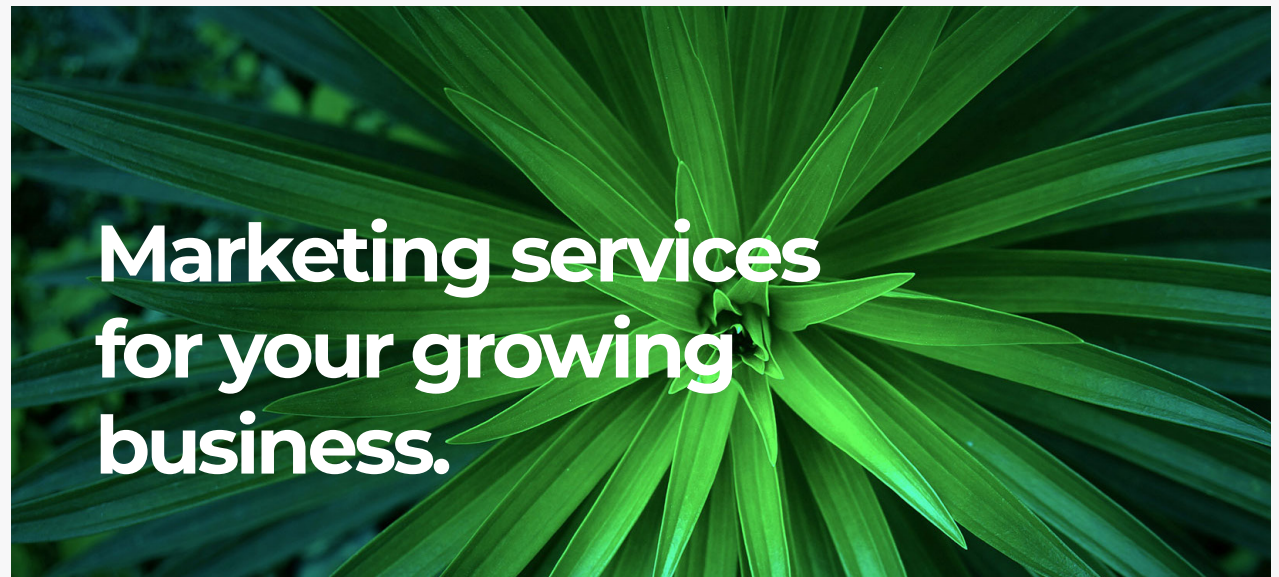
We can work with your preferred partners.

If you have built up a solid working relationship with a Marketing Services agency or a freelance provider, but simply don't have the time to manage them, we will work with your provider, charging only for our Marketing Management hours. We will maximise your return on what has already been invested and build on the knowledge gathered to date. We add value by bringing all the elements together, creating an effective growth strategy.

How does the service work?

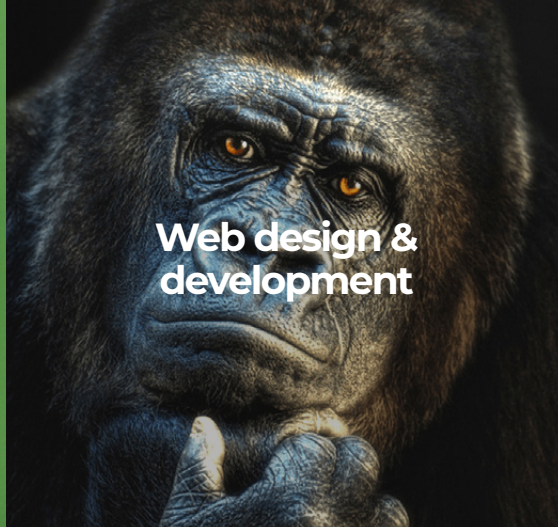
It starts by getting to know you and your business objectives. We work together to develop a strategic Marketing Plan for growth and calculate the number of hours per

week required to achieve those goals. This is typically between 1 and 8 hours per week. We can flex these up during busy periods and reduce them down in quieter months.





**Marketing
consultancy**



**Web design &
development**



Branding



Content production



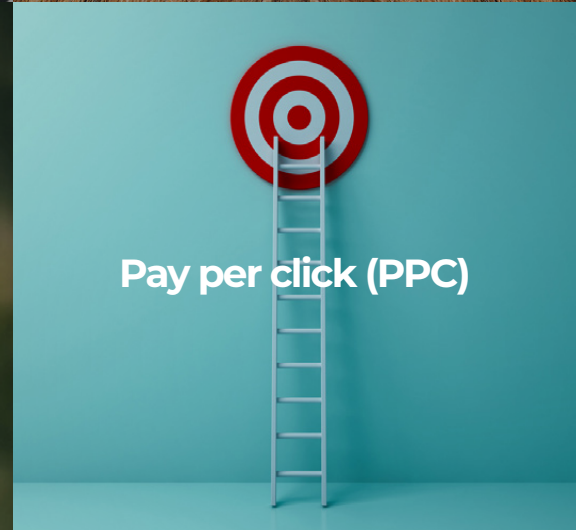
Digital marketing



SEO



Copywriting



Pay per click (PPC)



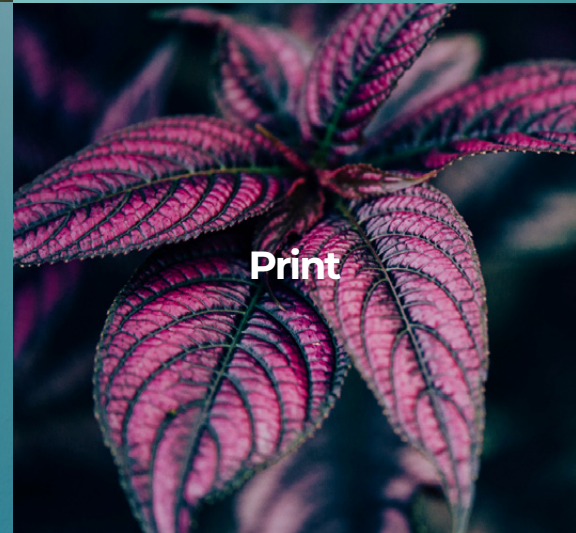
PR



Event management



**Social media
management**



Print



outsourced marketing services for your growing business.

Intro.

Who are we?

We are a team of professionally qualified Marketing Consultants with broad industry experience. We bring a range of skills to integrate into your business as Your Marketing Team. This flexible service enables business owners to benefit from the diverse skills of a whole marketing team, without hiring additional staff.

What do we do?

We work with small to medium-sized businesses across a range of industries. We work with companies either with no in-house marketing expertise or act as a bolt-on to extend your existing marketing team. Our flexible marketing consultancy service allows you to tick marketing off your 'to-do' list.



Our story.

Everything you need to take
your business to the next level.



Sue Land set up the company in October 2013, originally to work as a freelance Marketing Manager for one or two small business owners. Growing naturally through recommendation, after two years Sue decided to take the plunge and expand the team. In order to fulfil a full Marketing service for clients, Sue continued to build an extended team of talent in all areas including website development, digital, design and PR.

During the last 8 years, Your Marketing Team have built up a strong network of local partnerships including videographers, photographers, copywriters and printers. The offering has now evolved to become **Your Marketing Team**, through a blend of in-house consultancy skills and external expertise, with everything you need to take your business to the next level.





Your team.

Let's grow together

Our professionally qualified Marketing consultants will lead your specialist team, created with in-house expertise and drawing from our reliable network of trusted partners that we have grown over a number of years.



Sue Land
Founder & Director



Rebecca Tombs
Marketing Consultant



Charlie Taylor
Digital Marketing Executive



Laura Alder
Graphic Design Consultant



Lisa McShane
Digital Marketing Consultant

Join our team.

We are always on the look out for talented freelancers and partner agencies to join our network. Get in touch with us to find out how to become part of our wider team.
hello@yourmarketingteam.co.uk



Our partners.

Specialists, **working together** to grow your business

We have built a trusted network of specialist partners, enabling us to create an entirely bespoke Marketing team for each of our client's individual requirements. If you already enjoy strong relationships with existing partners, we will work alongside them to build upon the bank of knowledge gathered and maximise your committed investment.



Photographers



Copywriters



Graphic designers



Printers



Videographers



Your partners



Web designers



Web developers



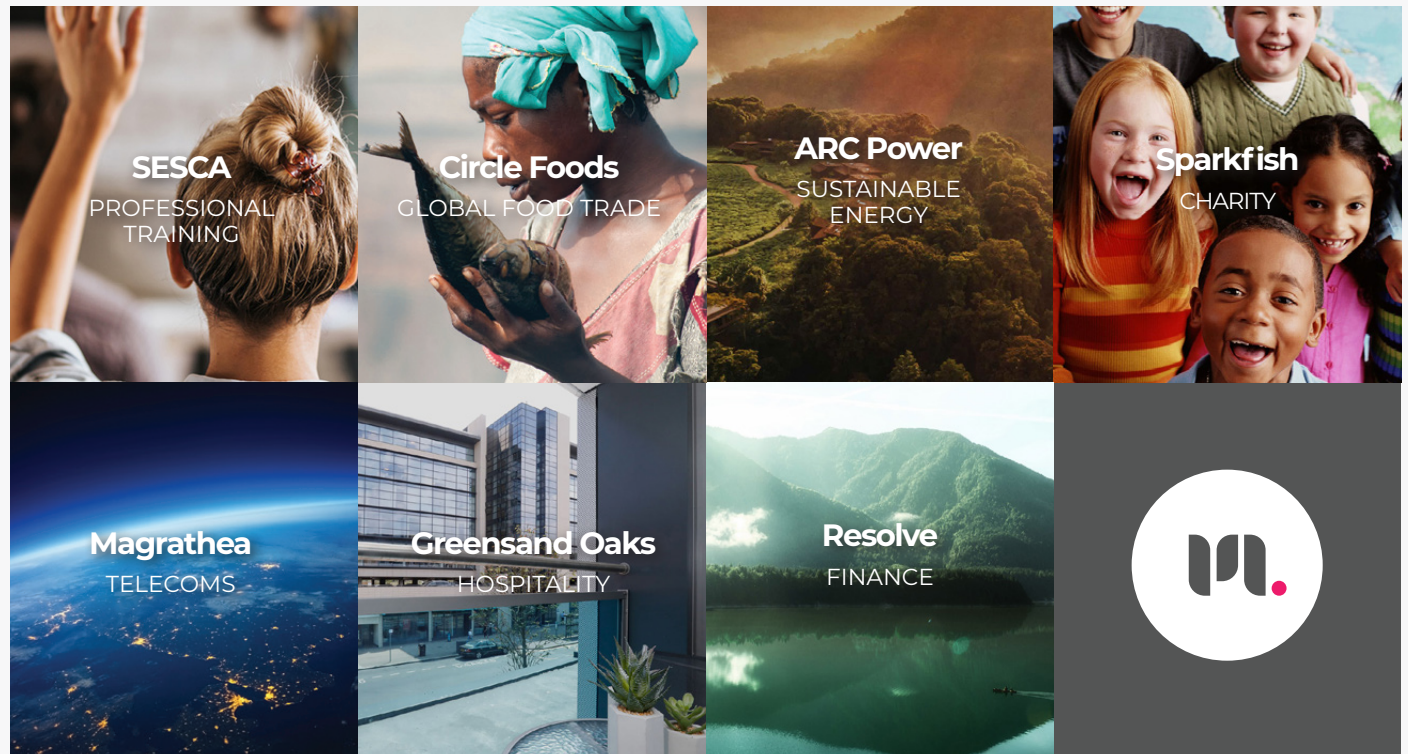
How we work.

Together we help you **grow** your business

We make it easy and cost effective to outsource your marketing expertise in exactly the same way as you would IT support or an accountant. We offer our clients an entirely bespoke Marketing team, tailored to each of their individual needs. Our professionally qualified Marketing consultants will lead your specialist team, created with in-house expertise and drawing from our reliable network of trusted partners that we have grown over a number of years.

Our extended team have experience working across a wide range of industry sectors and business types, offering a fresh pair of eyes and a breadth of knowledge to help grow your business. In order to protect the interests of our clients, we will only work with one client in each market sector at a time.

Our work in more detail:





INDUSTRY –PROFESSIONAL TRAINING

SESCA

www.sesca.co.uk

Company overview

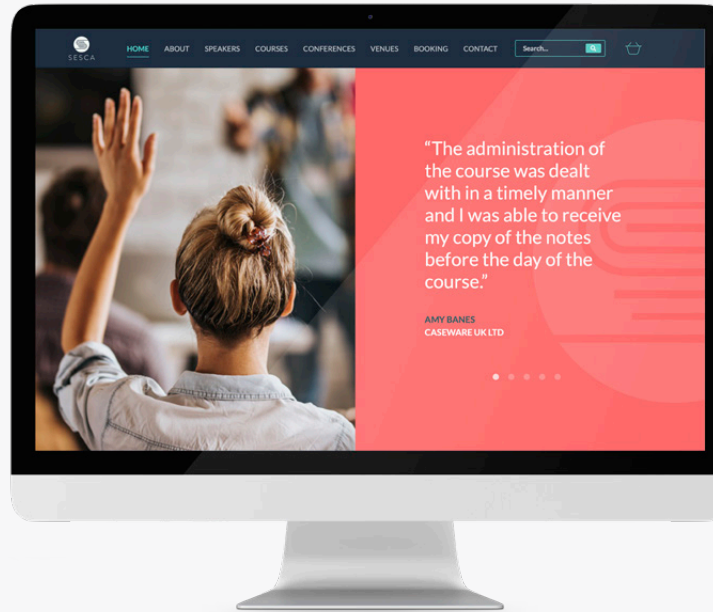
SESCA Ltd is the professional training subsidiary of The South Eastern Society of Chartered Accountants. They provide quality, cost-effective post-qualification training for accountants and other business professionals across Sussex, Surrey, Kent, Hampshire, Dorset and Berkshire, as well as online.

Your marketing team

SESCA came to us for a new brand identity and website update. Following initial discussions, our team delivered a Marketing Communications Plan to ensure the updated brand identity and website redesign better reflected the business and core proposition.

What we delivered

- Delivered a new brand identity, together with a set of comprehensive Brand Guidelines to ensure consistency of brand delivery and design of core brand collateral.
- Designed 2021 course brochure.
- Built a fully bespoke website designed to offer delegates an easy way to view course content and reserve their place online.
- Joomla platform selected to enable the administration team to easily update news and upload resources in-house.



- Selection of stock images and copywriting to ensure content aligned with the brand tone of voice and key messaging.
- Full project management from brand refresh and concept to launch of website.
- Training session for SESCO team on how to use and update the newly launched website in-house.
- Ongoing hosting and maintenance of website.

“We were absolutely delighted with both the new branding and website that Your Marketing Team designed for us. Our website design brief was quite complex, but they took it in their stride and the website delivered exceeded our expectations. We would happily recommend Your Marketing Team.” **Amelia -**

DIRECTOR AT SESCO



SESCA



INDUSTRY – INTERNATIONAL FOOD TRADE

Circle Foods

CircleFoods.co

Company overview

Circle Foods source and supply food worldwide. The company originates from France as one of the country's largest producers of pork and was established in the UK in 2011 under the name Intermeats.

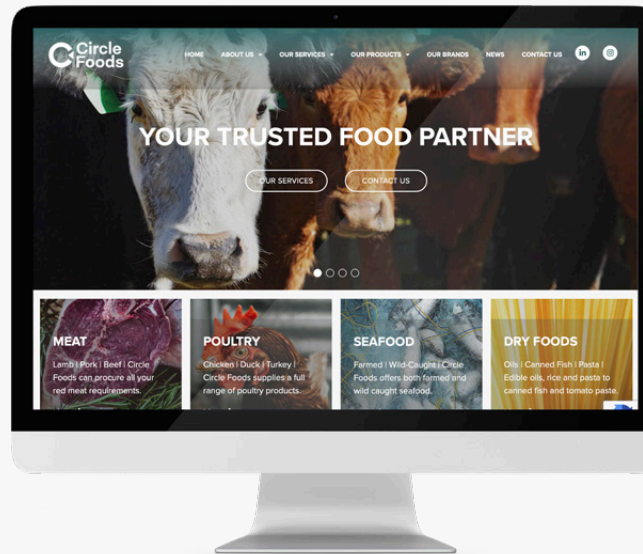
Your marketing team

We delivered a strategic brand review, including positioning, analysis of the competitive landscape and proposed recommended renaming options. The principal objective of this rebrand was to differentiate the company from industry competitors, modernise the brand image, reflect the evolved company offering and highlight key USPs.

What we delivered

New Name & Brand Identity:

- Create a unique brand identity, including logo in all formats and colourways, key messaging, bank of imagery and complete Brand Guidelines to cover delivery of the brand across all points of communications; hierarchy of fonts and colour palette
- Select and brief videographer to create welcome video launching the brand, introducing the new name and capturing the essence of the team and company



- Initial rollout of brand, including digital & print A4 product brochures, letterhead, business cards, email signature, social media profiles
- Support client with Trademarking process

Website design & development:

- Full project management of website design & build from concept to launch, including copywriting and image selection
- Select & brief photographer to photograph team for 'Meet our team' section
- Website built on a bespoke, custom-built theme using the WordPress platform to enable the administration team to easily update in-house
- Ongoing hosting & maintenance

“A huge thank you to Beccy and the team at Your Marketing Team for developing our new name, logo, website and video. We are extremely happy with the work they have done and can highly recommend them.”

Bob Lillecrapp - DIRECTOR, CIRCLE FOODS





INDUSTRY – SUSTAINABLE ENERGY

ARC Power Ltd

arcpower.co

Company overview

ARC Power provides Affordable, Reliable and Clean solar electricity to communities in Rwanda.

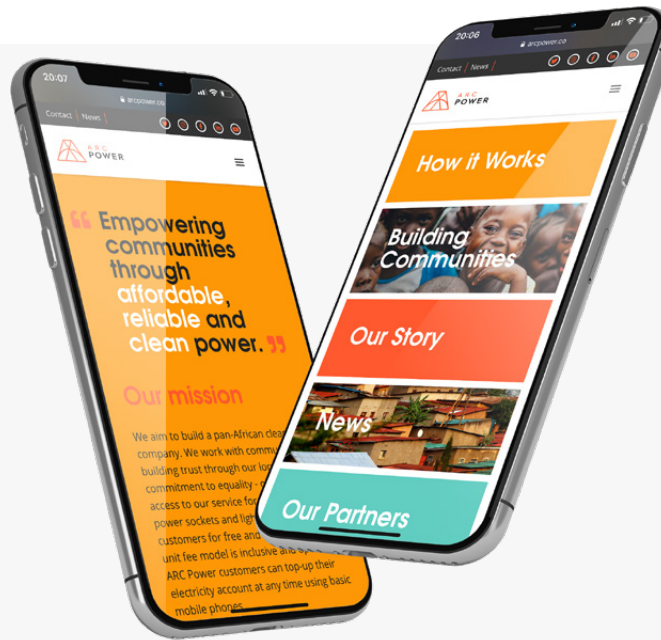
Your marketing team

We delivered a Marketing Strategy recommending a brand and communications update. The key objective was to communicate a clear purpose and consistent messaging in order to position ARC Power as a valuable asset in order to attract investment.

What we delivered

As an integral part of the Marketing Strategy presented to ARC Power, we delivered the following:

- Comprehensively updated the Brand Guidelines, including brand identity elements, key messaging and brand application guidance
- Create and produce A6 brochure with company overview for use at events and investor meetings
- Create digital presentation of brand for use at high-profile events, attending by VIPs, potential investors and brand ambassadors
- Create and produce investor teasers, digital presentation and full business plan document for use throughout investment drive
- Design and build of fully bespoke website,



built on WordPress platform so that ARC team could edit content moving forward

- Full copywriting, image selection, initial content such as news blogs
- Built to support current Search Engine Optimisation best practice Tested to perform across the latest browsers
- Initial social media management across Twitter, Facebook, LinkedIn and Instagram to kick start communications for the team
- Shortlist and recommend best-fit PR partner to support the ARC Team's objectives

“Having engaged Your Marketing Team to help us communicate our core values and vision for ARC Power, we feel that our new website and branding has really represented this well and provided ARC Power with a great media platform to build on.” Karl Boyce - CEO





INDUSTRY – CHARITY

SparkFish

sparkfish.org.uk

Company overview

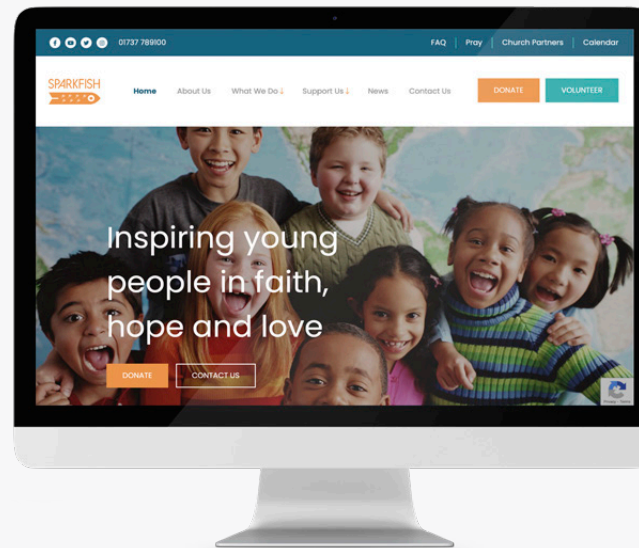
SparkFish are a local, collaborative, Christian organisation that aim to inspire and encourage young people in faith, hope and love. They engage with all young people who go to school in Reigate, Redhill and Merstham, offering support in important areas of the curriculum and school life.

Your marketing team

We provided the Trustees with a Marketing Communications Review, a refreshed Brand Identity and a Social Media Strategy to raise their profile in the local area. The website required modernisation and a customer friendly solution for donations.

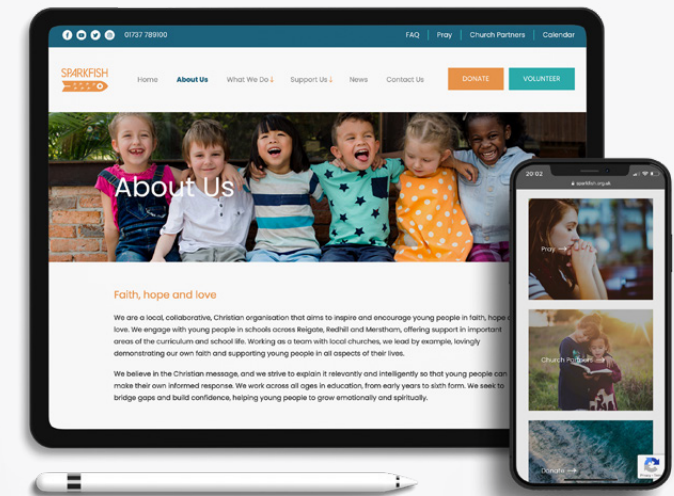
What we delivered

- Delivered an updated and fresh brand identity, together a set of comprehensive Brand Guidelines to ensure consistency of brand delivery
- Designed and built a fully bespoke website created for schools, supporters and volunteers, providing an overview of the charity's work and updates on the latest news from the team.
- WordPress platform selected to enable the administration team to easily update news and upload resources in-house



- Donation page integration for an easier way to give
- Selection of stock images and copywriting to ensure content aligned with the brand tone of voice and key messaging
- Full project management from brand refresh and concept to launch of website
- Training session for SparkFish team on how to use and update the newly launched website
- Social Media training for SparkFish team
- Ongoing hosting and maintenance of website

SPARKFISH



“OH WOW! The website is positively bursting with HOPE. It radiates joy. For me, your team has achieved that rare thing – to communicate through a visual medium something of the spirit and ethos of the organisation. Thank you so much.” Clare Horsfall - TRUSTEE

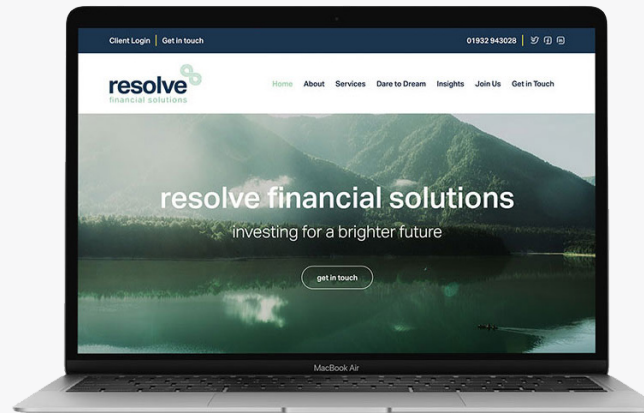


INDUSTRY – FINANCE

Resolve Financial Solutions

resolvefs.co.uk

Original logo



“With the team’s help, we have achieved a website which is truly reflective of us as a business. We couldn’t recommend Your Marketing Team more!”

Chris Less - MORTGAGE & PROTECTION DIRECTOR



Company overview

Resolve Financial Solutions are an independent, financial planning firm. Their experienced team of financial advisers offers independent financial advice and tailored solutions to ensure their clients financial wellbeing.

Your marketing team

We delivered a Sales & Marketing Strategy to Resolve Financial Solutions in September 2019. The strategy highlighted the need to update the brand and communications in order to achieve the company’s ambitious growth plans.

What we delivered

- Create unique brand identity, including a comprehensive Brand Guidelines document to ensure consistent delivery of new brand across all communications
- Design and produce initial brand rollout items such as product brochures (digital & print), business cards, social media profiles, letterheads
- Fully bespoke website design & build, including full copywriting and stock image selection
- Initial management of social media and content production to kick start communications before handing over to an in-house marketing manager





INDUSTRY – HOSPITALITY

Greensand Oaks

greensandoaks.co.uk



Greensand Oaks

QUALITY SERVICED APARTMENTS

Original logo



Company overview

Greensand Oaks offers short, medium and long-term stays in high-quality serviced apartments in Reigate and Redhill, Surrey.

Your marketing team

We delivered a Strategic Marketing Plan to Greensand Oaks which recommended an update to the current brand identity. Our team designed and managed the initial roll out of the new brand identity and activated initial communications initiatives.

What we delivered

- Competitive landscape analysis & point of differentiation
- Design and develop a new logo and key messaging
- Create brand guidelines, including hierarchy of fonts and brand colour palette with application guidance across all communication platforms



- Source best-fit videographer & photographer to create welcome video and develop a bank of updated imagery for use across all communications
- Manage new brand identity roll out, including design & production of company folder for Direct Mail initiative, Customer-facing documentation e.g. 'Enjoy Your Stay' cards containing accommodation info, review cards and additional collateral including business cards, letterhead, compliments slips
- Create a social media icon and header image/ video
- Updated existing website (within confines of Lodgify template), including copywriting



“Your Marketing Team have always exceeded my expectations...Their ongoing support has been invaluable and I’ve seen immediate, quantifiable results as a direct consequence of working with them.”

Richard Bennie - DIRECTOR, GREENSAND OAKS



INDUSTRY – TELECOMS

Magrathea

magrathea-telecom.co.uk

Original logo



Company overview

Magrathea offers a wide range of wholesale telecommunications network services.

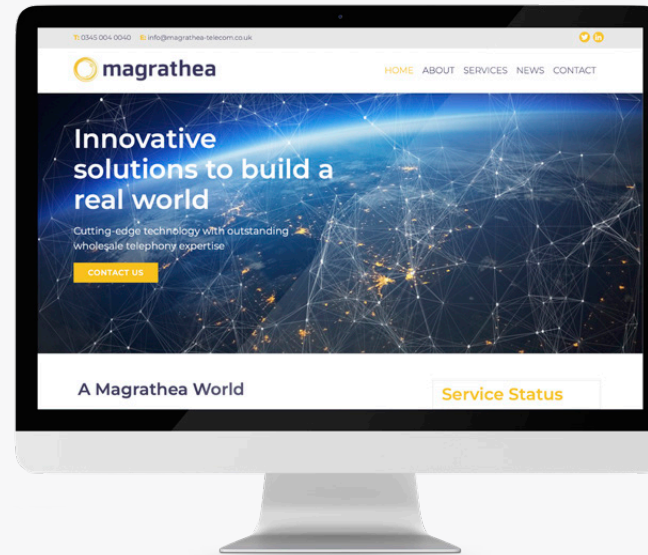
Your marketing team

We delivered a Strategic Marketing Plan to Magrathea. Central to the activation of the recommended strategy, our team created a fresh brand identity and designed and built a bespoke website for Magrathea.

Brand identity

This included:

- Competitor analysis and positioning
- Source and brief best-fit designer
- Design and develop a new logo and key messaging
- Create a social media icon and profile header image
- Create complete Brand Guidelines, with fonts,



brand colour palette and application guidance for use across all communications

- Manage the initial rollout of the new brand identity, including design & production of A5 corporate brochure and design of additional collateral such as business cards, letterhead, compliment slips, press release template

Bespoke website design & build

- Bespoke, custom-built website design and build
- Ongoing hosting and maintenance

“Thanks Sue, Beccy and the team. We are really pleased with the new look and website, we have had many compliments about it!”

Hayley West - SENIOR ACCOUNT MANAGER,
MAGRATHEA TELECOM



your marketing team



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